What Is Claimed Is:

1.   An automated method of dynamically selecting a level of compression to be applied to data to be transmitted, the method comprising:

5   receiving a data request at a server configured to serve data;

identifying a bandwidth associated with a communication link coupling the server to a requestor that originate the data request;

determining an amount of data requested in the data request;

determining how busy the server is;

10   dynamically selecting a level of compression based at least on the bandwidth; and

compressing the requested data using the selected level of compression.

2.   The method of claim 1, further comprising:

15   determining whether the requested data are cacheable.

3.   The method of claim 1, wherein said identifying comprises transferring a known quantity of data between the server and the requestor.

20   4.   The method of claim 1, wherein said identifying comprises retrieving the bandwidth from a database.

5.   The method of claim 1, wherein said dynamically selecting comprises identifying a level of compression suitable for the bandwidth.

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6.   A computer readable medium storing instructions that, when executed by a computer, cause the computer to perform a method of dynamically selecting a level of compression to be applied to data to be transmitted, the

method comprising:

receiving a data request at a server configured to serve data;

identifying a bandwidth associated with a communication link coupling the server to a requestor that originate the data request;

5   determining an amount of data requested in the data request;

determining how busy the server is;

dynamically selecting a level of compression based at least on the bandwidth; and

compressing the requested data using the selected level of compression.

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7.   A computer-implemented method of dynamically selecting a level of compression to apply to a set of data, the method comprising:

receiving from a client a request for a set of data;

determining a bandwidth available on a communication link used by the

15   client;

based on the determined bandwidth, dynamically selecting a level of compression to apply to the set of data; and

compressing the data using the selected level of compression prior to transmitting the set of data toward the client.

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8.   The method of claim 7, wherein the dynamically selected level of compression is inversely proportional to the determined bandwidth.

9.   The method of claim 7, further comprising:

25   determining whether the set of data is cacheable;

wherein a higher level of compression is dynamically selected if the set of data is cacheable than if the set of data is not cacheable.

10.   The method of claim 9, wherein said determining comprises:

transferring to the client a data object having a known size; and

measuring the amount of time required for the transfer.

5   11.   The method of claim 9, wherein said determining comprises:

using an identity of the client, retrieving from a data collection a

bandwidth associated with the identity.

12.   A computer readable medium storing instructions that, when

10   executed by a computer, cause the computer to perform a method of dynamically

selecting a level of compression to apply to a set of data, the method comprising:

receiving from a client a request for a set of data;

determining a bandwidth available on a communication link used by the

client;

15   based on the determined bandwidth, dynamically selecting a level of

compression to apply to the set of data; and

compressing the data using the selected level of compression prior to

transmitting the set of data toward the client.

20   13.   An apparatus for dynamically selecting a level of compression to

be applied to data to be transmitted from the apparatus, comprising:

a compression module configured to compress, with a specified level of

compression, a set of data to be transmitted to a data requestor; and

a dynamic compression selection module configured to dynamically select

25   said level of compression based on a bandwidth associated with a communication

link employed by the data requestor.

14.   The apparatus of claim 13, further comprising:

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a bandwidth determination module configured to determine the bandwidth of a communication link used by the data requestor.

15. The apparatus of claim 14, wherein said bandwidth determination
5 module is configured to calculate the bandwidth by transferring a known quantity of data between the data requestor and the apparatus.

16. The apparatus of claim 14, wherein said bandwidth determination module is configured to retrieve the bandwidth from a database configured to
10 identify bandwidths associated with data requestors' communication links.

17. The apparatus of claim 13, wherein the apparatus is configured to determine a size of the requested set of data.

15 18. The apparatus of claim 13, wherein the apparatus is configured to determine whether the requested set of data is cacheable.

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